



# L.A. Times/Cars.com Southland Auto Outlook™

Presented by:

# Los Angeles Times

Comprehensive information on the Southland Area new retail vehicle market

Online inventory powered by



Released: April 2010

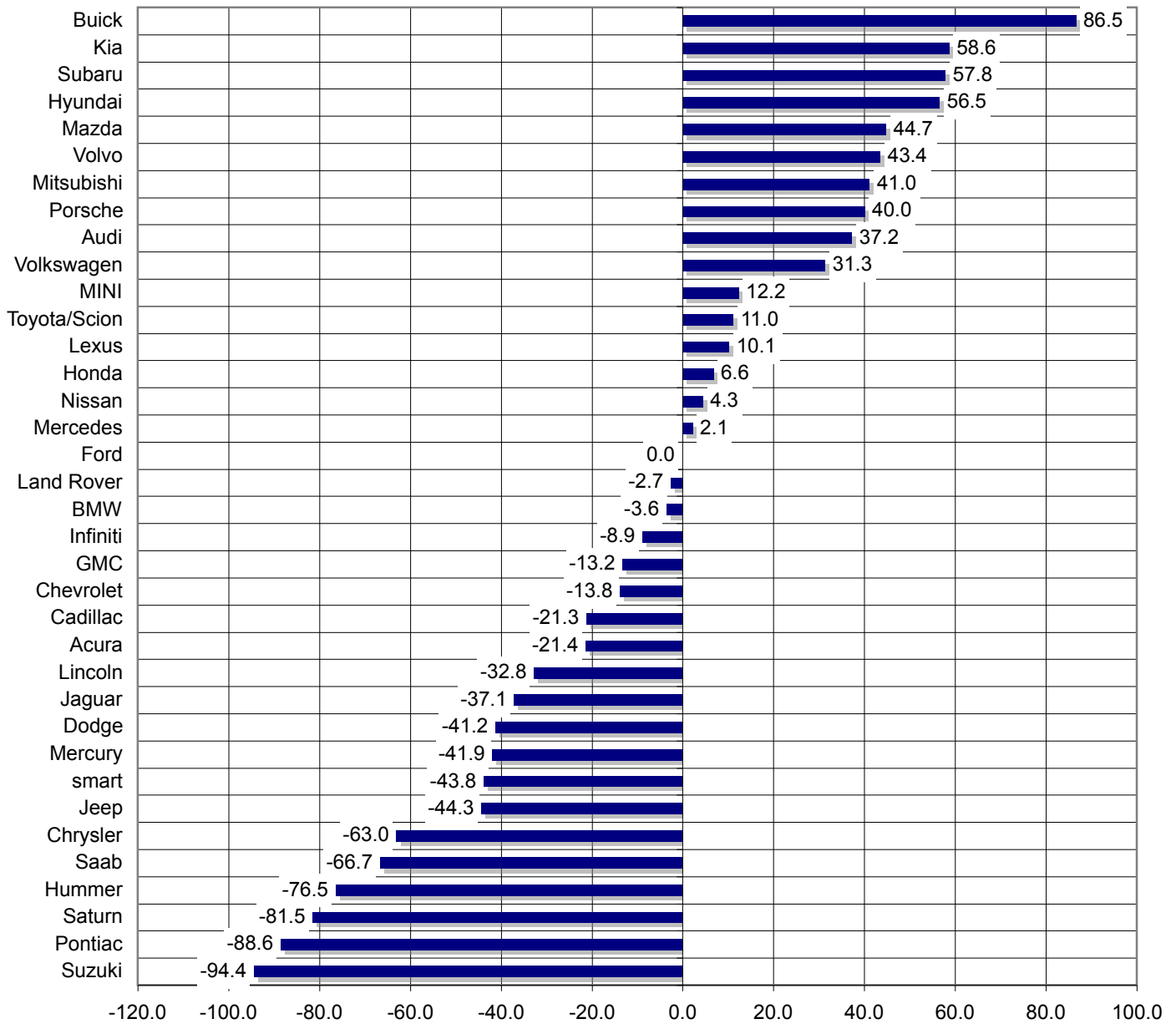
Covering Results thru March 2010

	New Vehicle Registrations - March						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Mar 2009	Mar 2010	% change	Mar 2009	Mar 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
<b>MARKET SUMMARY</b>														
TOTAL	4,783	5,895	23.2	14,545	18,254	25.5	13,608	14,032	3.1	40,239	44,233	9.9		
Car	2,850	3,525	23.7	9,548	11,951	25.2	7,893	8,567	8.5	26,033	29,050	11.6	58.0	61.1
Light Truck	1,933	2,370	22.6	4,997	6,303	26.1	5,715	5,465	-4.4	14,206	15,183	6.9	42.0	38.9
Domestic	1,020	1,075	5.4	2,260	2,680	18.6	3,092	2,440	-21.1	6,480	6,488	0.1	22.7	17.4
Japanese	2,871	3,616	25.9	7,683	10,174	32.4	7,993	8,666	8.4	21,560	24,447	13.4	58.7	61.8
European	729	923	26.6	4,277	4,803	12.3	2,148	2,336	8.8	11,341	12,019	6.0	15.8	16.6
Korean	163	281	72.4	325	597	83.7	375	590	57.3	858	1,279	49.1	2.8	4.2
<b>BRAND REGISTRATIONS</b>														
Acura	105	97	-7.6	290	355	22.4	280	220	-21.4	744	784	5.4	2.1	1.6
Audi	60	97	61.7	475	597	25.7	191	262	37.2	1,142	1,484	29.9	1.4	1.9
BMW	206	212	2.9	1,074	1,163	8.3	591	570	-3.6	2,904	2,833	-2.4	4.3	4.1
Buick	11	27	145.5	38	79	107.9	37	69	86.5	90	168	86.7	0.3	0.5
Cadillac	42	52	23.8	122	187	53.3	150	118	-21.3	385	389	1.0	1.1	0.8
Chevrolet	234	297	26.9	444	634	42.8	755	651	-13.8	1,324	1,559	17.7	5.5	4.6
Chrysler	35	14	-60.0	100	42	-58.0	127	47	-63.0	265	104	-60.8	0.9	0.3
Dodge	128	89	-30.5	215	157	-27.0	347	204	-41.2	554	362	-34.7	2.5	1.5
Ford	299	404	35.1	715	1,104	54.4	914	914	0.0	2,207	2,780	26.0	6.7	6.5
GMC	67	109	62.7	143	173	21.0	243	211	-13.2	401	417	4.0	1.8	1.5
Honda	711	937	31.8	2,033	2,772	36.4	2,032	2,167	6.6	5,856	6,481	10.7	14.9	15.4
Hummer	4	3	-25.0	13	2	-84.6	17	4	-76.5	42	7	-83.3	0.1	0.0
Hyundai	87	174	100.0	206	348	68.9	230	360	56.5	529	710	34.2	1.7	2.6
Infiniti	65	79	21.5	224	363	62.1	203	185	-8.9	802	823	2.6	1.5	1.3
Jaguar	12	4	-66.7	105	85	-19.0	35	22	-37.1	264	217	-17.8	0.3	0.2
Jeep	108	56	-48.1	218	179	-17.9	237	132	-44.3	514	347	-32.5	1.7	0.9
Kia	76	107	40.8	119	249	109.2	145	230	58.6	329	569	72.9	1.1	1.6
Land Rover	32	35	9.4	165	167	1.2	74	72	-2.7	521	458	-12.1	0.5	0.5
Lexus	210	225	7.1	811	1,006	24.0	572	630	10.1	2,582	2,911	12.7	4.2	4.5
Lincoln	22	16	-27.3	102	81	-20.6	64	43	-32.8	267	209	-21.7	0.5	0.3
Mazda	66	92	39.4	320	370	15.6	161	233	44.7	740	853	15.3	1.2	1.7
Mercedes	203	261	28.6	1,255	1,395	11.2	631	644	2.1	3,385	3,679	8.7	4.6	4.6
Mercury	13	7	-46.2	26	24	-7.7	31	18	-41.9	63	46	-27.0	0.2	0.1
MINI	49	63	28.6	216	216	0.0	139	156	12.2	591	580	-1.9	1.0	1.1
Mitsubishi	31	43	38.7	51	90	76.5	61	86	41.0	122	205	68.0	0.4	0.6
Nissan	322	565	75.5	749	1,084	44.7	1,076	1,122	4.3	2,094	2,371	13.2	7.9	8.0
Other	8	2	-75.0	52	43	-17.3	30	19	-36.7	144	106	-26.4	0.2	0.1
Pontiac	7	1	-85.7	39	0	-100.0	35	4	-88.6	112	22	-80.4	0.3	0.0
Porsche	20	28	40.0	138	137	-0.7	55	77	40.0	352	386	9.7	0.4	0.5
Saab	3	1	-66.7	16	5	-68.8	9	3	-66.7	46	31	-32.6	0.1	0.0
Saturn	50	0	-100.0	84	18	-78.6	135	25	-81.5	255	78	-69.4	1.0	0.2
smart	11	10	-9.1	50	22	-56.0	32	18	-43.8	161	55	-65.8	0.2	0.1
Subaru	36	72	100.0	178	233	30.9	102	161	57.8	485	551	13.6	0.7	1.1
Suzuki	8	0	-100.0	11	2	-81.8	18	1	-94.4	26	7	-73.1	0.1	0.0
Toyota/Scion	1,314	1,506	14.6	3,008	3,896	29.5	3,477	3,859	11.0	8,084	9,447	16.9	25.6	27.5
Volkswagen	110	193	75.5	631	828	31.2	319	419	31.3	1,560	1,841	18.0	2.3	3.0
Volvo	18	17	-5.6	109	148	35.8	53	76	43.4	297	363	22.2	0.4	0.5

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: March 2009 and 2010, and year-to-date figures for 2009 and 2010. **Please keep in mind that monthly registration figures for area markets can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.** The top 10 ranked brands in each percent change category are shaded green.

Data source for area registrations: AutoCount data from Experian Automotive.

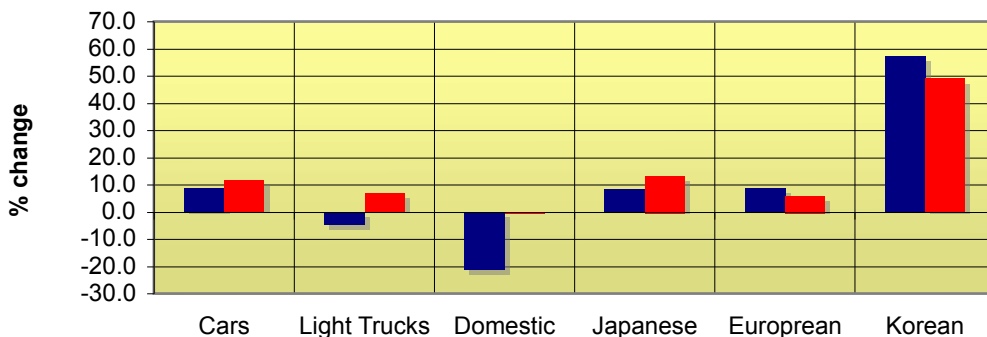
**Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru March vs. YTD 2009)**



Percent change in registrations (YTD '10 thru Mar vs. YTD '09)

**Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru March vs. YTD 2009)**

■ Southland ■ Central/North LA County



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